

INVITATION TO EXHIBIT IN THE

CRFA Show

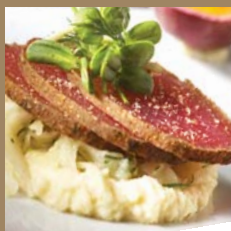
ALL THAT'S NEW IN FOOD, TRENDS, HOSPITALITY AND EQUIPMENT

March 7 - 9, 2010 • Direct Energy Centre • Toronto

Canada's
Foodservice
& Hospitality
Marketplace



Restaurateurs,
Chefs, Buyers,
& Decision
Makers



Meet Market Launch Build Sample Promote Support Exhibit Demonstrate Network Taste Test Sell

USA Pavilion

For more information please visit
CRFAShow.ca



**Canadian Restaurant and
Foodservices Association**

Endorsed by the Ontario Restaurant, Hotel and Motel Association



March 7-9, 2010

Direct Energy Centre · Exhibition Place · Toronto

Sunday, March 7 10:00am - 6:00pm

Monday, March 8 10:00am - 6:00pm

Tuesday, March 9 10:00am - 4:00pm

Don't miss your opportunity to exhibit in the USA Pavilion at the CRFA SHOW in Toronto, (Ontario) Canada.

Call to reserve your booth today.

CRFA *Show*

Canada's Largest Foodservice and Hospitality Trade Show

Who Should Attend:

All U.S. exporters of food, catering products, beverages, wines and spirits for the hotel, restaurant and institutional trade.

Why:

The CRFA Show is the largest foodservice and hospitality event in Canada with over 1,200 booths and 12,000 trade visitors. The U.S. Department of Agriculture (USDA) Foreign Agricultural Service is working with CRFA show management to organize a USA Pavilion at this important event. Expand your market. Showcase new products. Meet qualified buyers.

The Market:

In 2008, U.S. agricultural exports to Canada reached a record \$16.2 billion. The United States and Canada have the world's largest bilateral trading relationship. Canada is the leading export market for 36 of 50 U.S. states with a total trade between the two countries exceeding \$590 billion annually. Canada is the top market for U.S. consumer food products and one that has continued to grow steadily over the past 10 years. The 2009 global recession has slowed U.S. food exports to Canada only slightly.

Best Prospects:

Healthy and convenience food options, organic foods, soy and whole grain products, sauces and salad dressings, ethnic and kosher foods, fish and seafood, snacks, exotic fruits and vegetables and many other value-added food items or related products.

Booth Package:

A walk-on booth package is priced at \$3900.00 CDN which includes a 10' x 10' unit with back and side walls, carpet, fascia with company name, one stool, one high display counter, additional furnishings with a choice of a draped table or a round table with two chairs, lighting, one outlet, a lead retrieval system, waste bin, daily booth cleaning, listing in the official show directory, ten visitor passes, and ten complimentary exhibitor badges. The price includes tax and access to the USA Pavilion Exhibitor Lounge.

For Information Contact:



Edwin Cabural (CRFA)

Exhibits Manager
316 Bloor Street West
Toronto, ON M5S 1W5
Email: ecabural@crfa.ca

Amanda Jones (FAS/USDA)

Agricultural Marketing Specialist
U.S. Embassy / Ottawa
Tel: 613-688-5267
Email: Amanda.Jones@usda.gov

Sharon Cook (USDA/FAS)

Trade Services Staff
Washington, D.C.
Tel: 202-720-3425
Email: sharon.cook@usda.gov

We hope you will consider joining us at this USDA-endorsed event!